

Case Study



Total customer service with new OpenScape Office MX for TES Aviation Group

“OpenScape Office MX is easy-to-use and simple to manage. With presence functionality, we’ve now got instant visibility of staff whatever their location. Together with smoother call handling, this has helped us to provide total customer service and greater team flexibility.”

Darren Farmer, Business Systems Manager,
TES Aviation Group

Summary

South Wales based TES Aviation Group provides “total engine support” – world-wide aircraft engine maintenance management services and effective technical, commercial and logistics management for carriers’ aircraft engine portfolios. Following successful growth, the company consolidated its two previous facilities onto one state-of-the-art site in South Wales and began to bring another site in Singapore on stream as well. With Siemens Enterprise Communications’ help, the company took the opportunity to transform its customer service too.

To improve its customer response, Siemens Enterprise Communications and its implementation partner Pinnacle Group provided OpenScape Office MX (formerly HiPath Open Office ME). A unified communications solution with ‘presence’ status, mobility capabilities and Outlook integration, OpenScape Office MX ensures that group personnel are much more flexible in their customer interactions and can collaborate with colleagues more easily.

Challenges

- Improve staff communications in a large building
- Provide customers with a seamless and highly responsive customer service
- Deliver a single communications platform that could accommodate handheld device synchronisation

The Solution

- Siemens Enterprise Communications’ OpenScape Office MX - unified communications and critical data network capabilities in an easy to install service application
- ‘One number’ capability and ‘presence’ solution for the needs of small and medium-sized business (SMBs)
- Full installation, staff training and technical support solution from Siemens Enterprise Communications’ accredited Go Forward partner, Pinnacle Group, comprising system design, installation, user training and technical support

Benefits

- ‘One number’ customer service with presence for all employees through integration of the telephony system with Microsoft Outlook
- Average departmental time saving of 5-10 minutes a day through the system’s multiple voicemail recording function
- Reduced costs with integrated teleconferencing facilities
- Handheld devices integrated into daily operations
- Faster and more flexible administration capabilities
- Flexible foundation for future collaboration needs

Solution overview

Set up in 1995, TES Aviation Group provides airlines with "total engine support" - independent aircraft engine maintenance management services as well as cost effective technical, commercial and logistics management for aircraft engine portfolios.

Company projects range from stripping down aircraft through to critical maintenance – keeping key carrier fleets running world-wide.

Following consistent growth, the company wanted to consolidate its two main facilities into one large state-of-the-art site in Bridgend in South Wales - while improving customer service.

While the new facility represented a significant step forward, it posed a fresh challenge to company employees. The building's extensive hangar and repair facilities, make bringing staff altogether for discussions, conference calls and collaborations difficult and time-consuming using the existing communications systems.

While most employees are based at the Bridgend site, with others at home and in transit world-wide, it was often difficult to reach people first time. Diary management, recording voicemail messages and managing staff mobile devices only exacerbated the problem. Scheduling meetings and conference calls remained a time-consuming task.

Darren Farmer, Business Systems Manager for TES Aviation Group, explained: "We needed to streamline our communications, but we also needed to know where everyone was and to be able to bring everyone's handheld devices' data into one place. The logical approach was to adopt an IP-based communications platform."

Audit approach

TES Aviation Group already had a relationship with Siemens Enterprise Communications' accredited partner Pinnacle Group which was able to audit TES' working environment and business processes and to recommend Siemens Enterprise Communications' OpenScape Office MX solution.

After a further stage of product demonstrations and evaluation, the company's IT team specified OpenScape Office MX as it provides the seamless communication and future options required.

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit www.siemens-enterprise.com or www.enterasys.com

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Complete package

Pinnacle Group rapidly provided a complete package: co-locating both systems - 60 users and 20 others - from the previous two company sites onto one platform, managing staff training and providing ongoing technical support.

OpenScape Office MX now provides 'one number' customer service to all clients irrespective of location. The system also enables better and faster call handling and presents a more dynamic image to the outside world. The Openscape Office MX system is future proofed for expansion with capacity for up to 200 users.

Integrated with Outlook

The new platform also provides Outlook integration – enabling staff to control their presence automatically. If someone is travelling, in a meeting, on a conference call or on leave, the system will notify customers or colleagues.

"The automated features are great. Before, we wasted time recording messages manually. We don't have to now," explains Darren Farmer.

Outlook integration also enhances customer relationships. New contacts are stored and synchronised with handheld devices. Users need only one click to dial.

After installation, Pinnacle Group provided full user training which had 'one click' advantages of the OpenScape Office MX system itself. "The training sessions were simple – most of the functions are part of the PC menu bar, so staff were able to practice and familiarise themselves with it," explained Darren Farmer.

OpenScape Office MX is presenting other possibilities: "We're planning an IP telephony link up with our Asia-Pacific office in Singapore which will eventually give us IP calls over the network. There's a lot more we can get out of this system," said Darren Farmer.



"The key things we were interested in was 'presence' – which people were available and what they were doing. OpenScape Office MX with its Outlook and device integration would give us that extra control and flexibility."

Darren Farmer, Business Systems Manager, TES Aviation Group

Founded in 1989, Cardiff-based The Pinnacle Group is firmly established as one of the leading Office Solutions providers in the UK. Its three business divisions specialise in telecoms, office equipment and office supplies.

Pinnacle's success is based on system innovation and customer satisfaction. The OpenScape Office MX installation for TES Aviation shows its partnership with Siemens Enterprise Communications: cutting edge communications platforms allied to successful system implementation and user training.

"Our strong partnership with Siemens Enterprise Communications is the key to the successful implementation of the new innovative platform for TES Aviation Group," Dean Stewart, Managing Director, Pinnacle Group explains.